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Message Text

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14
ACTION EB-07

INFO OCT-01 EUR-12 EA-09 ISO-00 /029 W
---------- 112632
R 190726Z AUG 75
FM AMEMBASSY TOKYO
TO AMEMBASSY PARIS
INFO SECSTATE WASHDC 2602
USDOC WASHDC
AMEMBASSY BONN
AMEMBASSY BRUSSELS
AMEMBASSY THE HAGUE
AMEMBASSY LONDON
AMEMBASSY MADRID
AMEMBASSY ROME

UNCLAS TOKYO 11526

E.O. 11652: N/A
TAGS: BTRA, FR
SUBJECT: POSSIBILITY OF FRANCHISING TRADE MISSION TO EUROPE

REF: PARIS 20827

1. FOLLOWING IS EMBASSY'S COMMENTS ON FRANCHISING TRADE MISSION TO JAPAN, APRIL 1975.

2. CRITICAL DIFFERENCE BETWEEN FRANCHISING TM AND INDUSTRIAL PRODUCTS TM IS PROBLEM OF IDENTIFYING TARGET AUDIENCE. WHILE POSSIBLE IDENTIFY MAJOR PROSPECTIVE BUYERS INDUSTRIAL PRODUCTS THROUGH TRADE LISTS, INDUSTRY ASSOCIATIONS AND OTHER SOURCES AVAILABLE TO A POST, POTENTIAL FRANCHISEES MAY BE DIFFICULT TO IDENTIFY. IN ADDITION TO PRIVATE INVESTORS, ANY COMPANY WISHING TO DIVERSIFY MAY BE INTERESTED IN FRANCHISE, E.G., SUNTORY LTD., MAJOR JAPANESE DISTILLERY, WAS INTERESTED IN FRANCHISE PROPOSAL BY TANDY CO. FOR LEATHER HOBBY CRAFTS. CONSEQUENTLY, IMPORTANT TO OBTAIN ADVANCE PUBLICITY THROUGH MEDIA, AND COMMERCIAL NEWSLETTER WITH SPECIFICS ABOUT MISSION MEMBERS AND THEIR FRANCHISE OBJECTICES
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WITH ADQUATE LEAD TIME FOR INTERESTED INDIVIDUALS/FIRMS

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TO AVISE POSTS OF APPOINTMENTS DESIRED.

3. CAN EXPECT FRANCHISE TM TO CONSIST OF COMPANIES WITH TOTALLY UNRELATED OBJECTIVES, FURTHER COMPLICATING PROCESS OF IDENTIFYING POTENTIAL FRANCHISEES, JAPAN TM CONSISTED SHERATON HOTELS, KOPY-KAT FAST PRINTING SERVICE, TANDY LEATHER HOBBY CRAFTS, AND THIFTY AUTO RENTAL.

4. EMBASSY FOUND USDOC PUBLICATION QTE FRANCHISE OPPORTUNITY HANDBOOK UNQTE VERY USEFUL. HANDBOOK LISTS SEVERAL HUNDRED AMERICAN FRANCHISORS WITH BRIEF DESCRIPTION OF EACH LISTED COMPANY'S OPERATION. THIS PROVED TO BE INVALUABLE FOR PREPARING EARLY PRESS RE-LEASES PRIOR RECEIPT OF COMPANY DATA SHEETS FROM MISSION MEMBERS SINCD LEAD TIME AS SHORT.

5. SENDING EMBASSY PARIS EMBASSY TOKYO'S A-219 OF MAY 14, 1975 WHICH CONTAINS ADDITIONAL COMMENTS ON FRANCHISE TM TO JAPAN.
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Disposition Date: 01 JAN 1960
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